



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of John B. Ferber, Scott Ferber, Stein E. Kretsinger, Robert Luenberger and David Luenberger

Serial No.: 09/610,197

Group Art Unit:

Filed: 07/01/00

Examiner:

For: OPTIMAL INTERNET AD PLACEMENT

Commissioner for Patents  
Box Missing Parts  
Washington, D.C. 20231

Dear Sir:

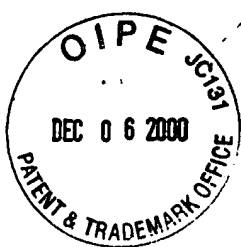
Enclosed please find the following:

1. Copy of Notice to File Missing Parts of Application;
2. One Assignment together with recordation cover sheet;
3. Declaration and power of attorney;
4. Petition for Extension of Time;
5. One check in the amount of \$160.00 (\$65.00 for missing parts, \$40.00 for filing of one assignment and \$55.00 for an one month extension of time); and,
6. Certificate of Express mailing.

The Commissioner is hereby authorized to charge any fee deficiency, or credit any overpayment, to Deposit Account No. 18-1579. The Commissioner is also authorized to charge Deposit Account No. 18-1579 for any future fees connected in any way to this application. Two copies of this letter are enclosed.

Respectfully submitted,

Jon L. Roberts, Esq.  
Registration No. 31,293  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of John B. Ferber, Scott Ferber, Stein E. Kretsinger, Robert Luenberger and David Luenberger

Serial No.: 09/610,197

Group Art Unit:

Filed: 07/01/00

Examiner:

For: OPTIMAL INTERNET AD PLACEMENT

SUBMISSION OF MISSING PARTS OF APPLICATION  
UNDER 37 C.F.R. 1.53

Commissioner for Patents  
Box Missing Parts  
Washington, D.C. 20231

Dear Sir:

Enclosed are the following items for filing in the above-referenced U.S. Patent Application:

1. Declaration and Power of Attorney, executed by the applicants on November 30, 2000.

2. One check one in the amount of \$160.00 (37 C.F.R. 1.16(a) et seq.), and the surcharge set forth in 37 C.F.R. 1.16(e), (\$65.00 to cover the filing fee, \$40.00 to cover the filing of the one assignment, and \$55.00 for a one month extension of time).

Having now complied with all of the requirements of 37 C.F.R. 1.53, applicant respectfully requests that this application be placed upon the files for examination.

Respectfully submitted,

Jon L. Roberts, Esq.  
Registration No. 31,293  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900

December 6, 2000

Atty. Docket No. 2580-001



CERTIFICATE OF EXPRESS MAILING

Express Mail Mailing Label Number EL765901025US

Date of Deposit: December 6, 2000

I hereby certify that the missing parts of patent application of John B. Ferber, Scott Ferber, Stein E. Kretsinger, Robert Luenberger and David Luenberger for a **OPTIMAL INTERNET AD PLACEMENT** including the copy of the Notice to File Missing Parts of Application; one assignment together with recordation cover sheets; declaration and power of attorney; and one check in the amount of \$160.00 (\$65.00 for filing missing parts, \$40.00 for filing one assignment, and \$55.00 for a one month extension of time), are being deposited with the United States Postal Service for "Express Mail" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to the Commissioner for Patents, Box Missing Parts, Washington, D.C. 20231.

Jon L. Roberts, Esq.  
Registration No. 31,293  
Roberts Abokhair & Mardula, LLC  
11800 Sunrise Valley Drive, Suite 1000  
Reston, VA 20191-5302  
(703) 391-2900

12-07-00

(4)

SECTOR



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/610,197	07/01/2000	John B. Ferber	

Roberts Abokhair & Mardula LLC  
11800 Sunrise Valley Drive  
Suite 1000  
Reston, VA 20191-5302



## FORMALITIES LETTER



\*OC000000005380405\*

Date Mailed: 09/07/2000

## NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

*Filing Date Granted*

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given TWO MONTHS from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The oath or declaration is unsigned.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$65 for a small entity in compliance with 37 CFR 1.27, must be submitted with the missing items identified in this letter.
- The balance due by applicant is \$ 65.

*A copy of this notice **MUST** be returned with the reply.*

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE

12/11/2000 GTEFFERA 00000008 09610197

01 FC:205

65.00 OP